

**PROMOTE WYOMING COMMISSION**  
**March 10, 2020**  
**Meeting Minutes**

The Promote Wyoming Commission met on Tuesday, March 10 at 7:00 pm in the Conference Room of the City Building.

Attendance was as follows: Members present: Jeb Brack, Ron Callahan, Marjorie Carleton, Brenda Grannan, Jeff LeRoy, Sue Lewis, Jason Miller, and Deb Stonehill.

Staff members present: none

Others present: none

**Call to Order**

Deb Stonehill, Chairperson (7:05 pm)

**Approval of Minutes**

The February 11, 2020 minutes were approved as written. Motion by Mr. Brack, second by Mr. Callahan.

**Citizen Participation:** none

**Business (committee chairs identified in bold):**

**Report from the Communication Committee** (Ron, Jeb, **Val**): Mr. Brack reviewed the upcoming stories to be posted on What's Up Wyoming in March and early April. News stories include the new smoke detector program; an update on the Springfield Pike construction (to run in early April, just before paving); and a summary of the Village Green Q&A sessions. Feature stories include the "Concerned Citizen" plaque at the Fine Arts Center; the new physical therapist for seniors; the women firefighters; the Old Stayers Club; and Wyoming's unicycling resident. Mr. LeRoy offered to prepare a story on the Junk Day pickup incorporating suggestions from the Environmental Stewardship Commission to reduce the useable and recyclable items discarded. Mr. Brack offered to write a story on the 35th anniversary of the Wyoming Art Show (to run in late April/early May.) Mr. Callahan offered to write a story about the successful Rec lacrosse program for girls (to run in late March).

The commission discussed methods to use Nextdoor for City communications. Ms. Stonehill encouraged the use of Nextdoor with "teaser" posts; for example, a post inviting residents to subscribe to What's Up to learn more about Springfield Pike. Mr. Callahan recommended the City utilize the free Nextdoor with Public Agencies site, which offers

verified geotargeting and can be used for event marketing, surveys, and alerts. Another option, Nextdoor for Business, was not recommended because it is not free. Mr. Callahan offered to look at how other communities communicate with Nextdoor.

As follow-up to the Master Plan goal of improving City communications, Mr. Callahan reported that the U. S. Postal Service offers a postcard mail service that costs \$.19 per piece and doesn't require a permit. Ms. Grannan recommended promoting the City via an Instagram account, as a no-waste communication and to connect with younger residents. The commission agreed that optimally the City can use both print material and social media to connect with all demographics. The commission will discuss the options further in April when Ms. Tetley is able to attend, since she is the chair of the Master Plan sub-committee.

Ms. Stonehill discussed communication ideas from other communities. She reported that Carmel, Indiana offers a series of short videos, featuring residents discussing why they love their community, in categories such as neighborhoods, businesses, and events. The commission was enthusiastic about the concept but was concerned about the additional workload as well as the technical feasibility to post videos on the City's website. Mr. Callahan suggested that mini-video posts could be hosted on YouTube or posted on Instagram. The commission discussed the objective for such videos, to reach out to potential residents and to feature the City's events, amenities, and historic homes. Ms. Stonehill concluded that short videos are a potential marketing tool to consider as a potential new commission project.

Ms. Carleton compared the City's website to those in similar Cincinnati suburbs. Ms. Stonehill noted that the City's current website was developed after an analysis conducted by the Promote Wyoming Committee a number of years ago, but it would be timely for PWC to now review the current website to identify opportunities to improve it within the existing template. The City has already deleted the Business section on the website, due to the challenges of keeping listings current. The commission discussed the advantages of identifying Wyoming's local businesses by categories (without specific names, addresses, hours) to appeal to potential residents about services that are locally available. It would be helpful to include a list of types of businesses in the New Resident Packet (e.g. 2 dry cleaners, 11 restaurants). The commission discussed the value of the 2015 map to promote Wyoming businesses, since there is still a large supply of these maps. Stickers or an insert to update the business listings were suggested, and this will be discussed further at the next meeting.

**Report from the Photo/Video Library Development Committee** (Ron, Jason, Debi, Margie): Mr. Miller reported that photos have been taken of the Madcap Puppet performance, the Cultural Collaborative event, and the smoke detector program. Photos planned for March and early April include the Son-Sational Dance, the community Easter egg hunt, Junk Day pickup, and the all-women firefighter crew.

**Report from the Annual Report Committee (Margie, Sue, Deb, Val, Brenda)** Ms. Stonehill shared a copy of the newly mailed 2020 report, praised Ms. Grannan for the excellent graphic design, and praised Mr. Miller and Ms. Varland for the outstanding photography. Ms. Grannan reported that the printer was able to produce the report without stickers to secure the cover. The subcommittee will meet with Lynn Tetley in April to review staff and residents' feedback and to discuss the theme for the 2020 report.

**Master Plan Implementation Spreadsheet (Lynn, Deb)**

Because Ms. Tetley was unable to attend the meeting, Ms. Stonehill recommended that discussion of the Master Plan Implementation Spreadsheet be delayed until the April meeting.

**Miscellaneous:**

Calendar Card (Brenda): Ms. Grannan reported that the final artwork for the 2020-2021 card is being reviewed by Rachel Leininger. The card has been redesigned to allow many additional events to be listed. Ms. Stonehill recommended that new 2020/2021 events (those being offered for the first time) be highlighted. The commission discussed the challenges of now listing early 2021 events when not all dates have been set, and discussed changing the card to a semi-annual listing. The commission however agreed that having two sets of cards each year could be confusing, and instead recommended a larger, folded 12-month card for the future, if more space is needed than what the current card can accommodate.

City Building Lobby Display (Margie, Brenda): The project has been on hold until Ms. Grannan can present a mockup of a panel with the City logo. Ms. Stonehill recommended (and the rest of the commission concurred) that the commission's approval is not necessary at this point since PWC has already reviewed the plans. Therefore, Ms. Grannan and Ms. Carleton can proceed to design the logo panel and to order the metallic photo prints.

EDC Report (Jeb): no report

**Adjourn:** 8:25 pm